

The Opening of Chur New Ladies' Jacket Dep't.

A THUNDER-BOLT FROM A CILEAR SKY could not cause greater surprise than the above announcement, at first it seems incredulous, -nevertheless it is true.

Commenting at 9 o'clo & to-morrow (Mon ay) mening we will take orders for 1.000 Ladies' Winter Jacrets-made to order at \$11.75-our staff of men expert cutters will be ready to take your measurement-an army of skilled tailors will be at your command-assuring you in point of style, fit and fabric the equal of if not the superior to any coat costing \$20.00. Every detail of the garment will be constructed in our own workrooms-thereby guaranteeing a production of excellent proportions.

The fabrics disp'ayed are tripled milled Kerseys, Meltons, Cheviots and Moulles, in Castor, Black, Tan and Royal i lue—the limings are pure silk or satin, in colors to match the fabrics—the sewings, pure dye silk—Velvet or Cloth Collar.

Considering the quality and price-and the limited quantity of fabrics-you will see the necessity of placing your order early so as to avoid disappointment.

Extraordinary Waist offer. 45 doz. Ladies' Fine Flannel Waists—elegantly made—trimmed with small gilt buttons—in the new shades of Tan—Royal Blue—Black—Golf Red—and Gray - splendid value at \$3.50

We Prepay

Express on All

Parchases Over

\$5.00 to Wi hin 103

Miles of N w York.

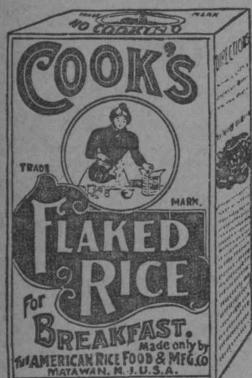
proial Skirt Sa e.

225 Ladies' Tallor-made Separate Skirts - made with the 95 latest style Full Habit Back- \$2 95 shades of Homespuns; good value at \$5.00; special at

Vogel Brothers 8th Ave. Cor. 42nd Str.

NOTE. Send for New Fall Catalogue. Mailed

More Nourishing Than Beef



FOR BREAKFAST WITHOUT COOKING.

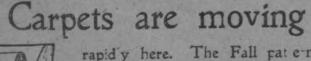
Take the rice from the package, put on just enough salt to season it, then pour on only enough boiling water to cover the flakes.

Let it stand a second, until the the flakes soften; if the flakes have not absorbed all the water, pour the water off, then serve with milk and sugar.

DO NOT STIR the rice, as it breaks the flakes and spoils the flavor. NO COOKING WHAT-

> "GOOD FOR BABY TOO."

Healthiest Food on Earth





rapid'y here. The Fall pat e-ns are the most a tractive we ever tu-ned cut; and there are no betw en-prof ts to pav. Some Carpet . just as coi but not son w, are being clea ed at these exceptionally ow prices:

Worsted Velvets, \$1.10 regular, at 75c. Extra Velve s. 1.25 regular, at 85c. Best Body Brussels, 1.25 regular, at 771/2 c. Axm nsters, 1.00 regular at 671/2 c. All Wool Ingrains, 65c. regular, at 47 1/2 c.

Enough for a room; of most pa terrs more. Bring s zes.

Carpet Rugs, all sizes and qualities, about one-third less than regular prices.

JOHN & JAMES DOBSON, 2 East 14th Street, Corner Fi th Avenue.

ed.

ax Polish for fine floors, 60c, per lh.; Wa'der for dance floors. Iron-weighted Polishin thes. \$2.50. Patent reversible Sweeping Brus' tores, 17 inches wide, \$1. Cheaper than 60's ms and better. "Santt-Oil" for polishin shed floors, wainscoting or furniture, 50c, per land of the polishing than 10's ms and better. "Santt-Oil" for polishing the floor by mail or cell ind see ms.

INTERNATIONAL OIL WORKS.

65 Gold st., New York. Established 1880.

Publications.

JUST OUT. MOTHER PICTURES by At All

LIPPINCOTT CO., Philade phia

The Growth of Sunday Journal "Want" Ads.

Counters.

Makes it necessary to get copy of advertisements to the Journal a early as possible on Saturday for the Sunday Journal, or advertisements cannot be guaranteed regular classification.

THE SUNDAY **JOURNAL**

Prints 150,000 more papers than its nearest competitor.

YOUR FORTUNE FRIENDS: Why place your confidence nd send money to frands who send in ret othing but a printed (so called) boross from the burner as of your men to powe the correctness of my Astological System I will send you testled a type-written, personal delineation of your entire life, if you will send me your de of birth, per and I de. I give you my personal attention, ASPROLOGFR
Lock Box, 403 B. Philada, Pa.

ADAMS & CO.

New Autumn Waists.



LADIES' SHIRT WAISIS(like illustra-tion) in fine all-wool flannel, in red, navy, black and cadet blue, lined throughout; dress sleeves with ripple cuffs, new back; front handsomely trimhandsomely trim-med with 1.48

LADIES' SHIRT WAISTS, in black mo-hair, lined through-out: new back; dress sieeves, with rip, e cuffs; handsomely corded 1.98

LADIES' SHIRT WAISTS, in French flannel, in all the fashionable shades: fined throughout; new back; dress seeves, with 2.75

27-Inch BLACK SATIN DUCHESS, rich biack, soft and durable,

At 79c., 98c. and 1,25

23-inch BLACK GROS GRAIN and BLACK FAILLE FRANCAISE, in a heavy raised cord,

At, a yd., 79c. and 89c

BLACK SWISS TAFFETA, BLACK GROS GRAIN, BLACK SURAH, BLACK SATIN DUCHESS and BLACK TAFFETA BLO-CADE, all very popular silk fabrics.

Decices bargains 50c at, a yd 50c

27-inch BLACK RUSTLING TAFFETAS, bright lustre,

At. a yd., 69c., 79c. and 89C

CRYSTAL COPD SILK, in White, Cream, Nile Rine, Pink, Lavender and Lemon,

A great bar-air. a 690



ayd 69c PLAIN TAFFETA, in all the fashionable shades, also Black and White and Gul-ored Checks. Genuine bargains at, a yd 4gc FRENCH POPLIN, a bright

and silky quality, in Cream, Liac, bluet, Cer-ise, Prune, Tan, Navy, Brown, Cardinal, Purple. A spendid balue at, yd 59c WHITE AND CREAM RUSTLING TAFFETAS, a heavy quality.

A cec ded bargain at, yd...... 59C ALL SILK TAFFETA BROCADE, in choice A notab e baine at. vd 590

61014 years,

6:014 yrs.,

in red, blue and brown boucle mixture: large sailor collars, in-laid with contrasting colors, in plain materia, and trimmed with

Like filustration, in blue and black melton, ha dsomely trimmed with Hercules braid, 3.79

Chilaren's Ree ers,

Astrakhans & Fiushes.

Good Qualities-Low Prices.

So-inch NEW ASTRAKHANS, handsome full curl, extra heav in rich, 2.98 a y d

Misses' Jackets and Reefers. Chilaren's Reefers,

Misses' Fackers, 14,16 8 18 yrs., In blue and black Kersey, in the new couble-treasted dip front effect, si.k-lened turough-4.5

Misses' Jackets, 14, 16 & 18 yrs., In fine Kersey, in tan, castor, blue and black, in the new double-breasted dip front effect. 6 98 satin-lined throughout, a: 6 98

A close-out of an importer's stock of Spangled Robes, at a big cut from rea value, gives a Circular Spangled Robes in new and pretty designs,

Worth \$19 each, at \$13.98 Circular Spang en Robes, well covered designs in a great variety. Worth \$29 each, at \$20.00

Spang ed Robes in tunic a d circular effects, beaut ful designs in solid effects and eaf and flower patterns. Worth \$49 each, at \$39.00

Very attractive bargains in the Lace Department.

An imporier's stock of 20,000 vards of fire Net Top Lierre and Oriental Laces, in white and ecru, at a fraction of the cost of manu-

For t e convenience o' se'ection they are ss rted n + os each, containing a large a etv of patt.rns. The give-awa prices are:

122c. 15c. 19c. a yd. a yd. a yd.

Flannel Specials. German wool FLANNELS, fancy 35c wrapper patterns..... Best quality plain elderdown FLANNELS, all new shaves, suitable for lades 29c dressing gowns or sacques.......

Silk embroidered, white wool FLAN- 45c All wool twilled scarlet, navy blue 25c Fancy outing FLANNELS, medium and dark colors..... Cuting FLANNILS, handsome checks and stripes, rich colorings.....

Yard wide cream Shaker, domet 121/2 C Framed Pictures.

Half Price. 300 PICTURES, in gilt frames, value \$1 00 each, at....... 49C

GIBSON'S SKETCHES, hand-ome frames, value \$1.25 each, at.......... 69c Sheets and Pulow Cases.

SINGLE BED SIZE SHEETS, 54x90 inches THREE-QUARTER BED SIZE SHEETS, FULL SIZE BED SHEETS, 72x90 Inches LARGE SIZE BED SHEETS, EXTRA LARGE SIZE BED SHEETS, HEMSTITCHED PILLOW CASES, 45x36 inches..... 10c EXTRA QUALITY PEMSTITCHED 121/2 C Blankers and Comforters

10-4 Scotch wool BLANKETS, the 1.49 11-4 Scotch wood BLANKETS, the 1.98 10-4 Western wool BLANKETS, the 2.59

11-4 Western wool BLANKETS, the 3.29 12-4 Western wool BLANKETS, the 3.98 10-4 California wool BLANKETS, 2 98 11-4 California wool BLANKETS 3.69 Silkofine BED COMFORTERS, 'ancy zerh'r binding, 'tuli size, fine white filling 98c and tutted, at...

ADAMS & CO.

Our Store News for This Week

contains a lot of brief but interesting fashion notes on Ladies' Trimmed and Untrimmed Hats, Gloves, Ladies' Suits and Jackets, the new Autumn Silks and Dress Goods, and important hints on the economical buying of Carpets, Lace Cuitains, Portieres and Furniture, and some very decided bargains in Men's Furnishings and Ladies' and Children's Knit Underwear, etc., etc.

Olering Ladies'



\$5 and \$7.50 styles DOWN 1.98 Untrimmed fine French FELT HATS at 98c

Handsome, Stylish 38 inch Rough Came's Hair Plaid,

56 .n. h Erg. sh Home pun theviot, 40 -. nch Ail-wool Eng ish Bed.ord

New English Corduroys.

4gc a yd. and 6gc a yd.

DOWN 2.98 Ladies' untrimmed ve'vet HATS, 1.25 Autumn Dress Goods.

46-inch High Class Velvet and Poplin Novelties. This is a superb offer in high-class goods, a marvellous va ue in every way, special color effects in green and back, fiellotrope and black, back and white, brown and black, new bue and back, magenta and black, back and ye low, etc., etc. 790 a yd, ino samples cut, at.......

45 inch All Wool English Storm

Light and dark Navy Blue, a 39c a yd 52-inch All-W of French Broad-

cioth, also French Venetians, Exceptional qualities in high class shades of the new browns, new blues—greens—castors—garnets—cardinals—grays—tans—old r. se—eminence, etc., etc. we call special attention to the rich lustre and finish of these fabrics, at 98c a yd

Lace Curtain Specials.

An Importer's French Robe Dress Patterns in hand ome Fall shades of brown, sapphire blue, green, w ne, tan, burnt rose nd black; some of the styles are richly embroidered with silk, with range fini hed ends, o hers in hards me bra der effects, giving the dress when made up a decid dly striking and handsome appearance. I very pattern contains from 7 to 8 yards—an abundance for he making of a sty ish dress. The real value is about three times the selling pace,

Which is only 4 98 a. Pattern.

Some Styles in Ladies' Made Jackets.



Lady's tallored JACKET, new dip front, double breasted effect, in an excellent quality of Kersey in black and navy, silk lined throughout, inlaid 6.98 Lady's tai orei JACKET, fiv front effect. In fine cheviot, in a handsome mixture of Ox o d gr.3, in ed the ughous with

at 13.50

imported Cheviot. lired throughout with

Ladies' Tailored Suits

In fine Venetian, new jaunty double-breasted d p front or t gitter titing double-breasted coat lined with taffeta sirk, demi-habit back, si de paneliod skirt lined with percaline.

Ladies' Tai ored Suits at 15.98

neavy satin velvet 8.98

style of illustration, in black and bue Kersey, silk lined through 4.98

Lady's tailored BOX COATS. new shape, with scalloped Medici co lar in aid with velvet, large revers, made of fine French Kersey in tan, lined throughout with a fine quality of fancy striped ta fieta 14.98 silk, at......

17.50

at 11.98



Lacies' Tailored Suits | Lacies' Tailorea Suits,

Earga ns in Men's Knn Underwear. MENS' Shirts, 36c. cach, or 3 for \$1.00.

Heavy fleecy lined or silver gray, with brawers to match. MEN'S Shir s, 45C. each, in can el's hair heavy Winter weight-

MEN'S Shits, 696. each, \$1.00 Sh atural wood and double bre sted. Men's 5-8 hatural wool SHIRTS and DRAW-ERS, heavy Winter weight and extra fine, made by the ce ebrated Norfolk and New Brunswick Hosiery Co.—a very de-cided bargain at, each..................................98c

Chudren's Underwear. Boys' fleecy lined Shirts and Drawers in silver gray, sizes 24 to 34,

Value 35c. each, at 20c In'ants' ribbed white merino Shirts, 25c

Ludis' Veils, 59c. Drawers to match, 3-4 natural wool ribbed, it ng siceves.

Ladies' Combination Suits in white merino, Value \$1.00, at 690 Ladies' Combination Suits in black or white, A Great Bargain at \$1.55

Carpet Specials, Strictly all wool TAPE TRY CARPET, hand-some patterns, made, laid and lined, 490 Very best grade TAPESTRY CARPET, high co ors and Tenutiful patterns, made, 60C late and lines, per yard.......

AXMINSTER CARPET, in beautiful pat- 95c terns and co orings, the yard only.... A lot of 150 REMNANTS OF CARPET, VAND in Tapestry at 29c. a.yd.

Remnants of Orcioth.

A lot of about 250, a clean-up of a great factory less than half. OH CLOTH REMNANTS, per square yd., 15c LINOLEUM REMNANIS, per square yd. 25c

These remnants cannot be sent C. O. D. Furni ure Tapesiry.

Tapestry Portieres. A close out from an importer at half, pives a chance to offer at half, price some spienat 1.98, 2 25, 2 98 and 4 69 a pr.

ADAMS & CO

Odd Pairs of Scotch Lace Curtains, to O.d Pairs of rish Point Lace Curtains, to Cose Ost, Marked Down About Ladies Tailor Made Suits.

Similar to cut, in fine imported Chevrot, fine French Venetian fine French Venetian finished with stitching on coat and skirt as shown in illustration; coat is lined with slik, skirt with percaine Lacies' Tai o-ed Suits, New dip front, double-breasted coat, with vel-vet collar-in fine all wool gray, brown and blue homespun-jacket lined with silk-skirt with perca inc.

Ladies' ailored Suits at 21.50 In double-breasted dip - front Coat effect with habit back, side-panel skirt, in fine all-woo, Cheviot—back and navy—entire Suit lined throughout with an excedent quality of taileta silk.

9.98

6.98

Another lot of LIVE GELSE FEATHERS, 22x-0, ya -- 1.00

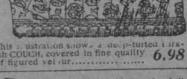
A special lot of fine FEATHER PILLOWS, guaranteed odor less covered in best A. C. A

ticking, 22x28, 3 1-24 lbs., a\$1.48 qual- 89c

Bargains in Good Furniture and Bedding. Solid Oak SIDEBOARDS, like cut. Revel M.ror. 14x24, si ver drawer 11 4 1 n ely carved tor at the extremely loprice of



A few sample OVERSTUFFED SUITS, 5 pieces; real value \$35.00, special 24.00 price A choice lot of 3-piece SUITS, worth from \$23.00 to \$45.00, now 25.00 at \$15.00 to.....





Value \$6.50, now...... 4.98

6 sizes, in one or two parts, value 11.75

EXTENSION DINING TABLES, like cut, a great pargain at 2.98 Other Dining Table Bargains:

Oak CHAIR, box seat, 1.48

THE PARTY OF THE P

Solid oak saddle seat ROCKING CHAIR (like cut) top, finely finprice \$3.00; at

with nicely carved 1.85

plete, all 13.98 And one plain set, with soft-top 8.48

shed; regular

Trimmed and hals.

ADAMS & CO.

Three pointers, wih a dozen

others equally good in

Ladies' Gloves.

beautiful shades of tan, mode, English red, etc., in fit, finish and quality equal to regular \$1.50 glove.

A decided bargain at 90c a pr

LADIES' 3 CLASP SUFDE GLOVES in mode and tan, richly embroidered on back in red

Ladies' Mocha GLOVES. in tan, gray and black,

beautiful quality and pest value offered this season at anything like this price: 1.15

Value \$1.00 a pair, at 50c

ONLY 4.98